

AGENDA

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Meeting: 3:00 p.m., Tuesday, May 13, 2008
Glenn S. Dumke Auditorium

Carol R. Chandler, Chair
Craig R. Smith, Vice Chair
Jeffrey L. Bleich
Debra S. Farar
Kenneth Fong
Melinda Guzman
A. Robert Linscheid
Peter G. Mehas
Glen O. Toney
Kyriakos Tsakopoulos

Consent Item

Approval of Meeting Minutes of March 11, 2008

Discussion Items

1. Naming of an Academic Entity – California State University, Fullerton and California Polytechnic State University, San Luis Obispo, *Action*
2. Recognition for Support of San José State University, *Action*

**MINUTES OF THE MEETING OF
COMMITTEE ON INSTITUTIONAL ADVANCEMENT**

**Trustees of the California State University
Office of the Chancellor
Glenn S. Dumke Auditorium
401 Golden Shore
Long Beach, California**

March 11, 2008

Members Present

Carol R. Chandler, Chair
Craig R. Smith, Vice Chair
Roberta Achtenberg, Chair of the Board
Debra S. Farar
Kenneth Fong
A. Robert Linscheid
Peter G. Mehas
Charles B. Reed, Chancellor

Approval of Minutes

The minutes of January 22, 2008 were approved.

Naming of an Academic Entity – California State University, East Bay and California State University, San Bernardino

Trustee Chandler asked Mr. Richard West, executive vice chancellor and chief financial officer, to present the request to name the Lifelong Learning Programs at California State University, East Bay and California State University, San Bernardino as the Osher Lifelong Learning Institutes.

Mr. West stated that the Bernard Osher Foundation began its support of programs for older learners through annual gift commitments of \$100,000. As a result of the success of these programs, the Bernard Osher Foundation established a \$1 million dollar endowment at each campus to fund the programs in perpetuity. The endowments establish the programs as part of the national network of Osher Lifelong Learning Institutes on university campuses throughout the United States. The Bernard Osher Foundation was established in 1977 by Bernard Osher, a successful businessman and community leader. He was a founding director of World Savings, which became the second largest savings institution in the United States prior to acquisition and merger with Wachovia. His wife Barbro Osher is Consul General for Sweden in San Francisco.

President Qayoumi added that the Bernard Osher Foundation has provided California State University, East Bay with two \$1 million endowments, the first which supports the Osher Lifelong Learning Institute, the second which supports the Osher Reentry Scholarships and their PACE Program.

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President Karnig stated that the Bernard Osher Foundation has provided nearly \$1.5 million over the course of the last four years to California State University, San Bernardino, and particularly to the Palm Desert campus. The Lifelong Learning Institute at Palm Desert Campus has over 700 individual participants in the program and more than 50 course offerings. When the program grows to one thousand enrolled students, they will seek another \$1 million contribution.

The committee recommended approval of the proposed resolution (RIA 03-08-04).

Naming of a Facility– California State University, Fresno

Trustee Chandler asked Mr. West to present the request to name the Farm Market at California State University, Fresno as the Rue and Gwen Gibson Farm Market.

Mr. West stated that the naming recognizes a \$1.5 million gift made by the late Joyce Gibson, who is the daughter of Rue and Gwen Gibson. The gift will be used to support building renovations for the Farm Market. In addition, Ms. Gibson made an endowment gift that will benefit the equine studies program. Mr. West stated that during their lifetimes, Rue and Gwen Gibson served the Fresno community in many ways. As a member of a Fresno law firm, Rue Gibson worked to bring electricity to the foothill residents of Fresno County. Gwen Gibson received her teaching credential from the normal school that became California State University, Fresno and spent the next twenty years teaching in Fresno County schools. Joyce Gibson followed in her parents footsteps, with careers in teaching at the Fresno Unified School District, and as a lawyer with the Fresno County District Attorney's Office. She was also Dean of Women at Cabrillo Junior College.

President Welty expressed his pleasure with the opportunity to present this naming item to the board for approval. Joyce Gibson very much wanted to honor her parents who were longtime Fresno residents and contributors to the community. He added his delight that Joyce's sister, Beverly Knobloch, along with her husband, could be present for the naming. This gift will allow Fresno State to expand the Farm Market to include a tasting area, an outdoor picnic area, and other places where students can display their products.

The committee recommended approval of the proposed resolution (RIA 03-08-05).

Chancellor Reed thanked the Gibson and Knobloch families for the tremendous gift to Fresno State University. He added that we are honored that their legacy of public service will be carried forward in support of Fresno State students.

Mrs. Beverly Knobloch shared that her sister, Joyce Gibson, passed away this past January. Before her death, Joyce Gibson spent a great deal of time working with Fresno State to plan her gift. She had a great love for Fresno's Farm Market and equestrian program.

Chancellor Reed and Chair Achtenberg presented Mr. and Mrs. Knobloch with a commemorative certificate recognizing Joyce Gibson's gift to California State University, Fresno.

Naming of an Academic Entity – California State University, Long Beach

Trustee Chandler asked Mr. West to present the request to name the Department of Music at California State University, Long Beach as the Bob Cole Conservatory of Music.

Mr. West stated that the naming recognizes the \$16.4 million endowment gift from the late Bob Cole. This donation ranks as the largest individual gift in the history of California State University, Long Beach. The gift will establish the Bob Cole Conservatory of Music and will inaugurate the development of the first major conservatory of music established in the West in the past fifty years. Funds from the endowment will be used to provide student scholarships.

President Alexander expressed his great pleasure at the opportunity to propose the naming that will help transform the Department of Music into the Bob Cole Conservatory of Music. He noted the legacy that the late Bob Cole left behind for the Long Beach area was as a business leader and a friend of the university, and a great lover of music. President Alexander emphasized how this gift will help keep the most talented student musicians at California State University, Long Beach and will also attract talented students from around the country and the world.

The committee recommended approval of the proposed resolution (RIA 03-08-06).

Chancellor Reed thanked Mrs. Regena Cole, widow of Bob Cole, for this historic gift in support of California State University, Long Beach. He added that Bob Cole's legacy will permit talented and needy students to pursue their artistic dreams without concerns about finances. With the success of these students, we will all benefit from the inspiration and innovation of their music.

Mrs. Regena Cole expressed her pleasure to attend this naming recognition, and said, "Our dream has come true."

Chancellor Reed and Chair Achtenberg presented Mrs. Regena Cole with a resolution certificate commemorating the naming.

Commendation – San José State University

Trustee Chandler asked Mr. West to present the request to commend Mr. Omid Kordestani for his \$3 million gift to San José State University.

Mr. West stated that the commendation recognizes an outstanding alumnus of San José State University, Omid Kordestani, for a \$3 million endowment of a chair in interdisciplinary global

engineering programs at San José State University. In recognition of Mr. Kordestani's gift, San José State University has named the endowed chair in his honor.

Mr. West stated that as an immigrant from Tehran, Mr. Kordestani received excellent training at San José State University that laid the foundation for his successful career. Mr. Kordestani joined Google in 1999 as a business founder and led the development and implementation of the company's initial business model. He brought Google to profitability in record time, generating more than \$6 billion in revenue in 2005. In 2006, Time Magazine named him as one of "100 People Who Shape our World."

President Kassing stated that Omid Kordestani is a well-respected, dynamic industry leader with a passion for innovation. His visionary \$3 million gift to the Charles W. Davidson College of Engineering will help the college's students remain ahead of the times. Mr. Kordestani has always supported new ways of learning, especially those that have a global perspective and focus on interdisciplinary studies. President Kassing emphasized that thanks to Mr. Kordestani's generosity, the students in the College of Engineering will benefit from a multidisciplinary approach in global engineering programs, and a newly strengthened minor in bioengineering.

The committee recommended approval of the proposed resolution (RIA 03-08-07).

Naming of a Facility– California State University, Los Angeles

Trustee Chandler asked Mr. West to present the request to name the Integrated Sciences Complex at California State University, Los Angeles as the Wallis Annenberg Integrated Sciences Complex.

Mr. West stated that the naming recognizes a \$5 million gift made by the Annenberg Foundation, a strong supporter of educational and community causes throughout the United States. The gift will be used to complete LaKretz Hall and the soon to be constructed Wing B of the Integrated Sciences Complex. This is the largest single cash gift ever received by California State University, Los Angeles.

Mr. West added that Wallis Annenberg is the daughter of the late Walter Annenberg, who enjoyed a distinguished career as a publisher, broadcaster, diplomat, and philanthropist. Ms. Annenberg is a visionary who has spent much of her life focused on philanthropy. Under her leadership the Los Angeles office of the Annenberg Foundation has given over a quarter billion dollars to over 500 organizations.

President Rosser expressed his gratitude to Wallis Annenberg and the support of the Annenberg Foundation for what he called this "just in time" gift; the Integrated Sciences Complex could not have been fully completed without the gift from the foundation. President Rosser added that it is an honor to have Ms. Annenberg's name associated with the university in perpetuity. In addition, this gift would not have been possible without the involvement of Trustee Professor Barry Munitz.

The committee recommended approval of the proposed resolution (RIA 03-08-08).

Measuring Advancement

Trustee Chandler asked Ms. Lori Redfearn, assistant vice chancellor for advancement services and Ms. Theresa Mendoza, senior advisor for campus advancement programs to present the report on measuring advancement.

Ms. Redfearn stated campus advancement plans include quantitative and qualitative information about the current condition of advancement, strategies for the future, and benchmarks for success. The quantitative data outlines a two-year history of fundraising productivity and investments in advancement, as well as goals for this year and next. She noted that in 2006-07 fourteen campuses exceeded their fundraising goal.

In 2006-07, the aggregated cost to raise a dollar at the CSU was 15 cents, with a campus median of 17 cents. The investment in fundraising provided a 577% net return.

In reviewing expenditures, 1.4% of the state budget was invested in fundraising and nearly 3% for all advancement activities. Ms. Redfearn suggested campuses should be striving towards investing 2% of their state budget in fundraising and 4% in advancement to consistently raise an equivalent of 10% or more. It was evident that Group III campuses invested almost twice as much as Group I campuses. The increased investment, which came largely from non-state sources, is a significant factor in Group III campuses raising more dollars.

Ms. Theresa Mendoza shared her observations about the fundraising environment, and some of the qualitative objectives that were common in the plans. She referenced a Council for Aid to Education (CAE) report that American colleges and universities raised \$29.75 billion in 2006-07, the highest figure ever recorded. The 6.3% increase over the prior year was not equally distributed among all universities, with 30% of the increase attributed to the top twenty institutions that raised the most dollars. Comparatively, giving to the CSU increased by 8.2%.

With sharp fluctuations in the stock market and a decline in the Gross Domestic Product, experts are anticipating a negative effect on giving in 2007-08. California's current fiscal condition is likely to add to the uncertainty in donor behavior over the next year and possibly beyond.

The CSU has strengths that may help weather some of these rough markets. The CSU has seasoned advancement professionals at every campus who can nurture donor confidence by building upon the record success of 2006-07. Also the growing database of addressable alumni will build the pool of potential prospects.

Ms. Mendoza noted every successful fundraising program is comprised of some truly large donations. Many experts believe that these large donors that drive fundraising numbers tend to

be stable even in difficult economic periods. Many CSU campuses have already had a very productive first half of 2007-08 reporting the largest gifts yet to their campuses and to the CSU. These figures will include some eight-figure bequests and many naming opportunities.

Ms. Mendoza stated that in her view, these results are part of the strategic investment that campuses have been making over the last decade in major gifts and planned giving programs. Campuses are articulating a clear and compelling mission about the quality of academic programs, and the services that they provide to their community. They are also actively engaging volunteers at all levels of the institution.

From a peer group perspective, one half of Group I (largest campuses) have new leadership in place so we can expect a period of acculturation. Group II campuses are focused on expanding their branding and communications activities, as well as initiating campaign planning. One half of the Group III (smaller campuses) are in campaign planning, and the other half are in the silent phase of comprehensive campaigns.

Ms. Mendoza cautioned that budget cuts could disproportionately affect advancement programs that are still young and underfunded by national standards. Because of the successes in philanthropy that campuses have experienced, there could be unrealistic expectations of continued growth in the face of diminishing investments. To help balance these expectations and identify methods for bringing long-term stability to investments in advancement, an effort will be made to review national funding models and identify best practices.

Trustee Chandler adjourned the meeting.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Naming of an Academic Entity – California State University, Fullerton and California Polytechnic State University, San Luis Obispo

Presentation By:

Richard P. West
Executive Vice Chancellor and
Chief Financial Officer

Summary

This item will consider naming the Continuing Learning Experience, a program within the Division of University Extended Education at California State University, Fullerton, and the adult learning program within Continuing Education at California Polytechnic State University, San Luis Obispo as Osher Lifelong Learning Institutes.

This proposal, submitted by California State University, Fullerton and California Polytechnic State University, San Luis Obispo, meets the criteria and other conditions specified in the Board of Trustees Policy on Naming California State University Colleges, Schools and Other Academic Entities, including approval by the system review panel and the campus faculty senates.

Background

The proposed naming recognizes the \$1 million endowments provided to California State University, Fullerton and California Polytechnic State University, San Luis Obispo, as well as other start-up gifts provided through the generosity of the Bernard Osher Foundation.

The Bernard Osher Foundation was founded in 1977 by Bernard Osher, a successful businessman and community leader. A graduate of Bowdoin College, Mr. Osher pursued a successful career in business, beginning with the management of his family's hardware and plumbing supplies store in Maine, and continuing with work at Oppenheimer & Company in New York, before moving to California. There he became a founding director of World Savings, the second largest savings institution in the United States, which recently merged with Wachovia Corporation. His wife Barbro Osher is Consul General for Sweden in San Francisco and serves on the Osher Foundation Board of Directors.

The Bernard Osher Foundation seeks to improve the quality of life for residents throughout the United States, with emphasis on assisting residents of California and Maine, through post-

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secondary student scholarships as well as arts, cultural, and educational grants. The CSU has more Osher Lifelong Learning Institutes than any other university system. In addition to California State University, Fullerton and California Polytechnic State University San Luis Obispo, the Osher Foundation supports similar programs at 16 other CSU campuses.

The Continuing Learning Experience at California State University, Fullerton was established in 1979 and has been providing low-cost lifelong learning opportunities to adults fifty years of age and older for over thirty years. The adult learning program within Continuing Education at California Polytechnic State University, San Luis Obispo provides a unique service to bridge the campus with the learning needs of its mature community members, and has offered lifelong learning opportunities to adult learners since 1997.

RESOLVED, by the Board of Trustees of the California State University, that the Continuing Learning Experience at California State University, Fullerton, and the adult learning program at California Polytechnic State University, San Luis Obispo be named Osher Lifelong Learning Institutes.

COMMITTEE ON INSTITUTIONAL ADVANCEMENT

Recognition for Support of San José State University

Presentation By:

Richard P. West
Executive Vice Chancellor and
Chief Financial Officer

Summary

This item will recognize Phyllis Simpkins for a lifetime of extraordinary personal leadership and financial support to San José State University and the California State University system.

Background

San José State University alumni Phyllis Simpkins and her late husband Alan B. Simpkins have epitomized philanthropy at San José State and in its surrounding community. For more than four decades they have contributed their time and financial support to the university, benefiting students, faculty, and staff in numerous ways. They established California State University's first International Center for students, rescued the San José State marching band from extinction, helped maintain a viable Division I-A Intercollegiate Athletics program, and provided state-of-the-art nutrition and food science laboratories. Together, Phyllis and Alan Simpkins have made cash contributions of \$17.1 million and have given the university more than \$23 million in cash and pledges, making them the top lifetime benefactors of the university.

After the death of her husband, Mrs. Simpkins has continued to support the university and is a fervent personal and financial advocate for San José State University and its academic and athletics programs. She has made a significant bequest to San José State University through her will to carry on the tradition of giving beyond her lifetime.

Phyllis Simpkins received her baccalaureate degree in home economics and marketing from San José State College in 1946.

RESOLVED, By the Board of Trustees of the California State University, that Phyllis Simpkins is hereby recognized and honored for her generous, diverse and longstanding contributions to San José State University.